

**TAB 68**

# **Urgent**

## **Approval Required**

### ***Pricing***

Date: June 4, 2003

**Re: Mirtazapine Tablets Launch Pricing**  
**(Including Bid Prices)**

Please route ASAP and return to Lesli Paoletti (440-232-3320 x 3659), Multisource Marketing.

Product Manager, Multisource (L. Paoletti) Lesli Paoletti

Associate Director, Multisource (J. Waterer) Judith Waterer

Associate Director, Cost Accounting (S. Lewis) Approved - See Attached

Legal (T. Soli) Approved by S. Terrillion - See Attached

General Manager, Multisource (P. Kersten) Paul T. Kersten

Executive Pricing Committee (T. Russillo) TRR 6/12/03

Mirtazapine Pricing Cover

**MIRTAZAPINE TABLETS 15mg, 30mg, 45mg**  
**PRICING PROPOSAL 06/04/2003**

\*\*\*IF BRAND PRICING INCREASES PRIOR TO LAUNCH, THE PROPOSED PRICING BELOW WILL BE INCREASED ACCORDING TO THE RULES DESCRIBED UNDER "CALCULATIONS". YOUR SIGNATURE ASSUMES YOUR APPROVAL UNLESS OTHERWISE NOTED.\*\*\*

NDC#	Pkg Size	Description	Direct Cost	Total Cost
4676-13	30	Mirtazapine Tablets 15mg	\$3.94	\$4.37
8676-25	10x10	Mirtazapine Tablets 15mg	\$14.14	\$16.91
4677-13	30	Mirtazapine Tablets 30mg	\$7.57	\$8.01
8677-25	10x10	Mirtazapine Tablets 30mg	\$26.23	\$29.03
4678-13	30	Mirtazapine Tablets 45mg	\$11.77	\$13.75

**DRAFT**

AWP					PROPOSED		
NDC#	Pkg Size	Description	Brand AWP	Teva AWP	Roxane AWP	Rox AWP % off Brand	\$/Tab
4676-13	30	Mirtazapine Tablets 15mg	\$90.51	\$81.46	\$81.46	10.0%	\$2.72
8676-25	10x10	Mirtazapine Tablets 15mg	\$301.68		\$271.51	10.0%	\$2.72
4677-13	30	Mirtazapine Tablets 30mg	\$93.23	\$83.91	\$83.91	10.0%	\$2.80
8677-25	10x10	Mirtazapine Tablets 30mg	\$310.83		\$279.75	10.0%	\$2.80
4678-13	30	Mirtazapine Tablets 45mg	\$95.03		\$85.53	10.0%	\$2.85

WAC PRICE					changed during routing		
NDC#	Pkg Size	Description	Brand WAC	Teva WAC	Roxane WAC	% off Brand WAC	GM% \$/Tab
4676-13	30	Mirtazapine Tablets 15mg	\$72.41	\$61.10	\$61.09	15.6%	92.8% \$2.04
8676-25	10x10	Mirtazapine Tablets 15mg	\$241.34		\$203.63	15.6%	91.7% \$2.04
4677-13	30	Mirtazapine Tablets 30mg	\$74.58	\$62.93	\$62.93	15.6%	87.3% \$2.10
8677-25	10x10	Mirtazapine Tablets 30mg	\$248.66		\$209.81	15.6%	86.2% \$2.10
4678-13	30	Mirtazapine Tablets 45mg	\$76.02		\$64.15	15.6%	78.6% \$2.14

DIRECT PRICE							
NDC#	Pkg Size	Description			Roxane Direct	GM%	\$/Tab
4676-13	30	Mirtazapine Tablets 15mg			\$67.20	93.5%	\$2.24
8676-25	10x10	Mirtazapine Tablets 15mg			\$224.00	92.5%	\$2.24
4677-13	30	Mirtazapine Tablets 30mg			\$69.22	88.4%	\$2.31
8677-25	10x10	Mirtazapine Tablets 30mg			\$230.79	87.4%	\$2.31
4678-13	30	Mirtazapine Tablets 45mg			\$70.56	80.5%	\$2.35

**ASSUMPTIONS**

Last price change for brand (Remeron) 11/18/02

Teva generic 180-day exclusivity on 15mg, 30mg expires June 16, 2003

Mylan launch possible prior to June 16, 2003

4 additional generics for a total of 6 at "market formation" (Purepac, Amide, Alphapharm (Par), RLI)

Purepac, Par, Teva not expected to launch unit dose packages; Amide and UDL possible unit dose competitors.

Proposed API cost reduction of 10-14% off total cost by sku

**CALCULATIONS**

RLI AWP = 10% off brand AWP

RLI WAC = RLI AWP less 25%

RLI Direct = RLI WAC plus 10%

Mirtazapine Tablets Pricing  
Revision Date 06/04/2003

**PAOLETTI 20061**  
**CONFIDENTIAL-ATTORNEYS' EYES ONLY**

RLI-AWP-00082795

**MIRTAZAPINE TABLETS 15mg, 30mg, 45mg**  
**PRICING PROPOSAL 06/04/2003**

<u>Minimum Bid Price</u>									
<u>NDC#</u>	<u>Pkg Size</u>	<u>Description</u>	<u>Good</u>	<u>Better</u>	<u>Best</u>	<u>Roxane MBP</u>	<u>GM%</u>	<u>\$/Tab</u>	<u>MBP % off WAC</u>
4676-13	30	Mirtazapine Tablets 15mg	\$38.18	\$30.55	\$24.44	\$21.99	80.1%	\$0.73	64.0%
8676-25	10x10	Mirtazapine Tablets 15mg	\$126.01	\$100.81	\$80.64	\$72.58	76.7%	\$0.81	64.4%
4677-13	30	Mirtazapine Tablets 30mg	\$45.82	\$36.66	\$29.33	\$26.39	69.7%	\$0.88	58.1%
8677-25	10x10	Mirtazapine Tablets 30mg	\$151.21	\$120.97	\$96.77	\$87.10	66.7%	\$0.97	58.5%
4678-13	30	Mirtazapine Tablets 45mg	\$54.98	\$43.99	\$35.19	\$31.67	56.6%	\$1.06	50.6%
<u>Cost per Tablet:</u>						<u>MBP/Tab</u>	<u>CC +20/tab</u>		
4676-13	30	Mirtazapine Tablets 15mg	\$1.27	\$1.02	\$0.81	\$0.73	\$0.17		
8676-25	10x10	Mirtazapine Tablets 15mg	\$1.26	\$1.01	\$0.81	\$0.73	\$0.20		
4677-13	30	Mirtazapine Tablets 30mg	\$1.53	\$1.22	\$0.98	\$0.88	\$0.32		
8677-25	10x10	Mirtazapine Tablets 30mg	\$1.51	\$1.21	\$0.97	\$0.87	\$0.35		
4678-13	30	Mirtazapine Tablets 45mg	\$1.83	\$1.47	\$1.17	\$1.06	\$0.55		

Bid Price Calculations

15mg "Best" set at AWP less 70%

30mg "Best" set 20% more than 15mg "Best"

45mg "Best" set 20% more than 30mg "Best"

Unit dose price per tablet is 10% premium to bulk price per tablet

Minimum Bid Price (MBP) 10% less than "Best"

Better price set at 25% above best price.

Good price set at 25% above better price.

2003 Budget

			<u>Units</u>	<u>ASP</u>	<u>Net Sales</u>
4676-13	30	Mirtazapine Tablets 15mg	277,721	\$ 9.93	\$2,756,552
8676-25	10x10	Mirtazapine Tablets 15mg	3,792	\$ 14.27	\$54,119
4677-13	30	Mirtazapine Tablets 30mg	283,285	\$ 18.00	\$5,099,409
8677-25	10x10	Mirtazapine Tablets 30mg	3,075	\$ 25.35	\$77,966
4678-13	30	Mirtazapine Tablets 45mg	47,455	\$ 38.05	\$1,805,847

Mirtazapine Tablets Pricing  
Revision Date 06/04/2003

## PRICE-CHEK PC(R)

## Price History Report

Subset: Mirtazapine (12), User: usr\_val

NDC	Product Name	Package Size	S UM	Pkg Qty	Package Desc	Manuf	M S
00093-7206-56	MIRTAZAPINE TAB 15MG	30	EA	1	BOTTLE	TEVA	Y

Pkg WAC	Change	Effective	Price	Effective
\$ 61.10	0.00%	1/27/03	AWP \$ 81.46	1/27/03
			DP \$ n/a	n/a
			HCFA \$ n/a	n/a
			WAC \$ 61.10	1/27/03
			GEAP \$ n/a	n/a
			AAWP \$ n/a	n/a
			User \$ n/a	n/a
			Average WAC % Change:	0.00%
			Annualized % Change of Most	
			Recent WAC Price Change:	0.00%
			TEE: AB	
			DESI: Non-DESI drugs (safe/effective)	

## PRICE-CHEK PC(R)

## Price History Report

Subset: Mirtazapine (12), User: usr\_val

NDC	Product Name	Package Size	S UM	Pkg Qty	Package Desc	Manuf	M S
00093-7207-56	MIRTAZAPINE TAB 30MG	30	EA	1	BOTTLE	TEVA	Y

Pkg WAC	Change	Effective	Price	Effective
\$ 62.93	0.00%	1/27/03	AWP \$ 83.91	1/27/03
			DP \$ n/a	n/a
			HCFA \$ n/a	n/a
			WAC \$ 62.93	1/27/03
			GEAP \$ n/a	n/a
			AAWP \$ n/a	n/a
			User \$ n/a	n/a
			Average WAC % Change:	0.00%
			Annualized % Change of Most	
			Recent WAC Price Change:	0.00%
			TEE: AB	
			DESI: Non-DESI drugs (safe/effective)	

## PRICE-CHEK PC(R)

## Price History Report

Subset: Mirtazapine (12), User: usr\_val

NDC	Product Name	Package Size	S UM	Pkg Qty	Package Desc	Manuf M S
00052-0105-30	REMERON	TAB 15MG	30	EA	1 BOTTLE	ORGAN O

Pkg WAC	Change	Effective	Price	Effective
\$ 72.41	4.50%	11/18/02	AWP \$ 90.51	11/18/02
\$ 69.29	4.49%	12/20/01	DP \$ n/a	n/a
\$ 66.31	4.51%	2/28/01	HCFA \$ n/a	n/a
\$ 63.45	4.00%	9/20/00	WAC \$ 72.41	11/18/02
\$ 61.01	5.01%	2/17/00	GEAP \$ n/a	n/a
\$ 58.10	3.99%	2/15/99	AAWP \$ n/a	n/a
\$ 55.87	4.51%	5/20/98	User \$ n/a	n/a
\$ 53.46	8.00%	8/19/97		
\$ 49.50	0.00%	8/ 1/96		
			Average WAC % Change: 4.88%	
			Annualized % Change of Most	
			Recent WAC Price Change: 4.94%	
			TEE: AB	
			DESI: Non-DESI drugs (safe/effective)	

## PRICE-CHEK PC(R)

## Price History Report

Subset: Mirtazapine (12), User: usr\_val

NDC	Product Name	Package Size	S UM	Pkg Qty	Package Desc	Manuf M S
00052-0105-90*	REMERON	TAB 15MG	100	EA	1 BOX	ORGAN O

Pkg WAC	Change	Effective	Price	Effective
\$ 241.34	4.50%	11/18/02	AWP \$ 301.68	11/18/02
\$ 230.95	4.50%	12/20/01	DP \$ n/a	n/a
\$ 221.00	4.50%	2/28/01	HCFA \$ n/a	n/a
\$ 211.48	4.00%	9/20/00	WAC \$ 241.34	11/18/02
\$ 203.35	5.00%	2/17/00	GEAP \$ n/a	n/a
\$ 193.67	4.00%	2/15/99	AAWP \$ n/a	n/a
\$ 186.22	4.50%	5/20/98	User \$ n/a	n/a
\$ 178.20	8.00%	8/19/97		
\$ 165.00	0.00%	8/ 1/96		
			Average WAC % Change:	4.88%
			Annualized % Change of Most	
			Recent WAC Price Change:	4.93%
			TEE: NR	
			DESI: Non-DESI drugs (safe/effective)	



## PRICE-CHEK PC(R)

## Price History Report

Subset: Mirtazapine (12), User: usr\_val

NDC	Product Name	Package Size	S Pkg UM Qty	Package Desc	Manuf M S
00052-0107-30	REMERON	TAB 30MG	30	EA 1 BOTTLE	ORGAN O

Pkg WAC	Change	Effective	Price	Effective
\$ 74.58	4.50%	11/18/02	AWP \$ 93.23	11/18/02
\$ 71.37	4.49%	12/20/01	DP \$ n/a	n/a
\$ 68.30	4.50%	2/28/01	HCFA \$ n/a	n/a
\$ 65.36	3.99%	9/20/00	WAC \$ 74.58	11/18/02
\$ 62.85	4.99%	2/17/00	GEAP \$ n/a	n/a
\$ 59.86	4.00%	2/15/99	AAWP \$ n/a	n/a
\$ 57.56	4.50%	5/20/98	User \$ n/a	n/a
\$ 55.08	8.00%	8/19/97		
\$ 51.00	0.00%	8/ 1/96		
			Average WAC % Change: 4.87%	
			Annualized % Change of Most	
			Recent WAC Price Change: 4.93%	
			TEE: AB	
			DESI: Non-DESI drugs (safe/effective)	

## PRICE-CHEK PC(R)

## Price History Report

Subset: Mirtazapine (12), User: usr\_val

NDC	Product Name	Package Size	S Pkg UM Qty	Package Desc	Manuf M S
00052-0107-90*	REMERON	TAB 30MG	100	EA 1 BOX	ORGAN O

Pkg WAC	Change	Effective	Price	Effective
\$ 248.66	4.50%	11/18/02	AWP \$ 310.83	11/18/02
\$ 237.95	4.50%	12/20/01	DP \$ n/a	n/a
\$ 227.70	4.50%	2/28/01	HCFA \$ n/a	n/a
\$ 217.89	4.00%	9/20/00	WAC \$ 248.66	11/18/02
\$ 209.51	5.00%	2/17/00	GEAP \$ n/a	n/a
\$ 199.53	4.00%	2/15/99	AAWP \$ n/a	n/a
\$ 191.86	4.50%	5/20/98	User \$ n/a	n/a
\$ 183.60	8.00%	8/19/97		
\$ 170.00	0.00%	8/ 1/96		
			Average WAC % Change:	4.88%
			Annualized % Change of Most	
			Recent WAC Price Change:	4.93%
			TEE: NR	
			DESI: Non-DESI drugs (safe/effective)	

## PRICE-CHEK PC(R)

## Price History Report

Subset: Mirtazapine (12), User: usr\_val

NDC	Product Name	Package Size	S Pkg UM Qty	Package Desc	Manuf M S
00052-0109-30	REMERON	TAB 45MG	30	EA 1 BOTTLE	ORGAN N

Pkg WAC	Change	Effective	Price	Effective
\$ 76.02	4.49%	11/18/02	AWP \$ 95.03	11/18/02
\$ 72.75	4.50%	2/28/01	DP \$ n/a	n/a
\$ 69.62	4.00%	9/20/00	HCEFA \$ n/a	n/a
\$ 66.94	5.00%	2/17/00	WAC \$ 76.02	11/18/02
\$ 63.75	0.00%	4/ 5/99	GEAP \$ n/a	n/a
			AAWP \$ n/a	n/a
			User \$ n/a	n/a
			Average WAC % Change:	4.50%
			Annualized % Change of Most	
			Recent WAC Price Change:	2.61%
			TEE: NR	
			DESI: Non-DESI drugs (safe/effective)	

**Hadrys, Melissa BVL-US-B**

From: Lewis, Stan ROXUS  
Sent: Thursday, June 05, 2003 8:28 AM  
To: Hadrys, Melissa BVL-US-B  
Subject: FW: APPROVAL REQUIRED BY Monday June 9: Mirtazapine Pricing

Importance: High  
Message Flag: Follow up  
Due By: Tuesday, June 10, 2003 12:00 PM  
Flag Status: Flagged

Melissa,  
Costs look in order.....Approved.

Regards,

Stan  
Cost Accounting BIPI/RLI  
slewis@col.boehringer-ingenheim.com  
Ph. (614) 276-4000 x2029  
Fax (614) 274-0974

-----Original Message-----  
From: Hadrys, Melissa BVL-US-B  
Sent: Wednesday, June 04, 2003 4:29 PM  
To: Lewis, Stan ROXUS; Soli, Thomas LG BIP-US-R  
Cc: Paoletti, Leslie BVL-US-B  
Subject: APPROVAL REQUIRED BY Monday June 9: Mirtazapine Pricing  
Importance: High

Attached for your review and approval is a pricing proposal for the Mirtazapine tablets launch expected June 16. Please respond with your comments and/or approval no later than 12:00PM EST

2



**Hadrys, Melissa BVL-US-B**

**From:** Terrillion, Scott, M LG BIP-US-R  
**Sent:** Monday, June 09, 2003 2:55 PM  
**To:** Hadrys, Melissa BVL-US-B  
**Cc:** Soli, Thomas LG BIP-US-R; Paoletti, Lesli BVL-US-B; Waterer, Judy BVL-US-B  
**Subject:** RE: APPROVAL REQUIRED BY Monday June 9: Mirtazapine Pricing

Dear Melissa --

We have reviewed the pricing proposal and have no comments from a legal perspective.

As we have discussed with Judy and Lesli, legal must review the proposals to provide advice but does not actually "approve" pricing. Thanks for continuing to send the proposals to us for legal review. For the near term, please send the proposals to both Tom Soli and me and we will work out which of us will get back to you with comments.

Please give me a call if you have any questions.

Thanks --

Scott

-----Original Message-----  
**From:** Soli, Thomas LG BIP-US-R  
**Sent:** Wednesday, June 04, 2003 4:48 PM  
**To:** Terrillion, Scott, M LG BIP-US-R  
**Subject:** FW: APPROVAL REQUIRED BY Monday June 9: Mirtazapine Pricing  
**Importance:** High

Is this something for pink jacket?

**Thomas R. Soli, Jr.**

Counsel

Boehringer Ingelheim Pharmaceuticals, Inc.  
203-798-5407 tel  
203-791-6183 fax

-----Original Message-----  
**From:** Hadrys, Melissa BVL-US-B  
**Sent:** Wednesday, June 04, 2003 4:29 PM  
**To:** Lewis, Stan ROXUS; Soli, Thomas LG BIP-US-R  
**Cc:** Paoletti, Lesli BVL-US-B  
**Subject:** APPROVAL REQUIRED BY Monday June 9: Mirtazapine Pricing

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<< File: Mirtazapine - Pricing.xls >>

2

**MIRTAZAPINE TABLETS 15mg, 30mg, 45mg**  
**PRICING PROPOSAL 06/12/2003**

\*\*\*IF BRAND PRICING INCREASES PRIOR TO LAUNCH, THE PROPOSED PRICING BELOW WILL BE INCREASED ACCORDING TO THE RULES DESCRIBED UNDER "CALCULATIONS". YOUR SIGNATURE ASSUMES YOUR APPROVAL UNLESS OTHERWISE NOTED.\*\*\*

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RLI WAC = RLI AWP less 25%

RLI Direct = RLI WAC plus 10%

*\* updated 15mg 30's per. J. Waterer*

Mirtazapine Tablets Pricing  
Revision Date 06/12/2003

**PAOLETTI 20074**  
**CONFIDENTIAL-ATTORNEYS' EYES ONLY**

RLI-AWP-00082808



**MIRTAZAPINE TABLETS 15mg, 30mg, 45mg**  
**PRICING PROPOSAL 06/12/2003**

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8676-25	10x10	Mirtazapine Tablets 15mg	3,792	\$ 14.27	\$54,119
4677-13	30	Mirtazapine Tablets 30mg	283,285	\$ 18.00	\$5,099,409
8677-25	10x10	Mirtazapine Tablets 30mg	3,075	\$ 25.35	\$77,966
4678-13	30	Mirtazapine Tablets 45mg	47,455	\$ 38.05	\$1,805,847

Mirtazapine Tablets Pricing  
Revision Date 06/12/2003

**PAOLETTI 20075**  
**CONFIDENTIAL-ATTORNEYS' EYES ONLY**

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